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Message Text

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PAGE 01 TOKYO 15093 220239Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 SS-15 /036 W
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FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 0558
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STATE FOR ASSISTANT SECRETARY HOLBROOKE
COMMERCE FOR SECRETARY KREPS AND ASSISTANT SECRETARY WEIL

E.O. 11652:NA
TAGS: BEXP, JA
SUBJECT: OCTOBER EXPORT DEVELOPMENT TRADE MISSIONS
TO JAPAN

SUMMARY: REQUEST THAT DEPARTMENT ASSIST IN ENCOURAGING
MARK SHEPHERD TO STAY WITH THE OCTOBER TRADE MISSION
DURING ENTIRE VISIT. IF THAT IS NOT POSSIBLE SOMEONE
OF HIS STATURE SHOULD BE FOUND TO ASSUME ROLE OF
MISSION DIRECTOR FOLLOWING SHEPHERD'S DEPARTURE.
SECRETARY KREPS ALSO ASKED TO JOIN MISSION. END SUMMARY.

I WANT TO COMMENT ON AN ISSUE OF REAL CONCERN TO MY
STAFF AND MYSELF--THE ROLE OF MARK SHEPHERD AS HEAD
OF OUR OCTOBER EXPORT DEVELOPMENT MISSIONS.
THE MISSIONS ARE SEEN IN JAPAN AS AN ESSENTIALLY
U.S.-INITIATED PROJECT BUT WHICH THE JAPANESE WELCOME
FOR STRONG POLITICAL AS WELL AS ECONOMIC REASONS. IN
SPITE OF INEVITABLE PROBLEMS IN COORDINATING SUCH
A LARGE-SCALE PROJECT, THE JAPANESE RESPONSE HAS
THUS FAR BEEN STRONGLY POSITIVE AND HELPFUL. HOWEVER,
NOT ONLY THEIR CONTINUED COOPERATION WITH OUR ADVANCE
WORK, BUT MORE IMPORTANT THE MISSION'S OVERALL IMPRESSION
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ON THE JAPANESE, IS HEAVILY DEPENDENT ON THEIR PERCEPTION
OF OUR SERIOUSNESS OF INTENT.

IN THIS CONTEXT, THE NEWS THAT SHEPHERD MAY SPEND ONLY
A FEW DAYS WITH THE MISSION IN JAPAN IS SERIOUSLY
DISTURBING. HIS LEADERSHIP OF THE MISSION IS CRITICAL
TO ITS CREDIBILITY. EVEN IF SHEPHERD HAS GOOD REASONS

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FOR NOT STAYING WITH THE MISSION, HIS EARLY DEPARTURE WILL BE READ BY THE JAPANESE AS A CLEAR SIGNAL OF OUR LACK OF SINCERITY. THE RESULTING DAMAGE TO THE MISSION'S IMAGE AND EFFECTIVENESS WOULD BE SERIOUS.

FOR THIS REASON, I STRONGLY URGE YOU PERSUADE SHEPHERD TO STAY WITH THE MISSION FOR ITS ENTIRE DURATION WITH THE EXCEPTION OF A FEW DAYS BEGINNING OCTOBER 6 WHEN HE IS SCHEDULED TO MEET WITH TEXAS INSTRUMENTS REPRESENTATIVES IN HONG KONG. IT HAS BECOME EVEN MORE IMPORTANT THAT HE RETURN TO TOKYO AFTER THE HONG KONG MEETING IN VIEW OF THE ABSENCE FROM TOKYO UNTIL OCTOBER 7 OF TOSHIO DOKO, PRESIDENT OF KEIDANREN AND YOSHIZOME IWASA, CHAIRMAN, JAPAN-U.S. ECONOMIC COUNCIL.

IN THE EVENT THAT IT IS ABSOLUTELY IMPOSSIBLE FOR SHEPHERD TO STAY FOR THE ENTIRE PERIOD I RECOMMEND THAT A BUSINESSMAN OF SHEPHERD'S STATURE BE APPOINTED TO ASSUME THE ROLE OF MISSION DIRECTOR FOLLOWING SHEPHERD'S DEPARTURE. AS THE SPOKESPERSONS MISSION IS PRESENTLY CONSTITUTED, I DO NOT BELIEVE THAT THERE IS ANYONE WHO COULD APPROPRIATELY ASSUME THIS ROLE.

I WOULD ALSO LIKE TO TAKE THIS OCCASION TO ENCOURAGE SECRETARY KREPS TO JOIN THE MISSION DURING PART OF ITS STAY. HER PRESENCE WOULD HELP TO CONVINCE THE UNCLASSIFIED

JAPANESE HOW SERIOUSLY WE REGARD OUR TRADE DEFICIT WITH THEM AND OUR RESOLVE TO DO SOMETHING ABOUT IT.

MANSFIELD

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